

Heinemann and Mondelez inspire Oslo travelers in charity initiative



Travelers are encouraged to “make a difference to someone’s life” by purchasing chocolate brand Freia at Oslo Airport

Mondelez World Travel Retail (WTR) has partnered with Gebr Heinemann’s Travel Retail Norway and 2

local charity Fattighuset to support travelers at Oslo Airport in making a positive impact by purchasing Norwegian chocolate brand Freia.

From March until the end of April 2022, 20% of all purchases of Freia's I love Norway 260 gram boxes will be donated to Fattighuset Oslo, a voluntary aid and interest organization that aims to help people in difficult situations, mainly distributing food.

The charity partnership is being highlighted on digital screens and at the point of sale through bold in-store communication across Oslo Airport's Departures East, Arrivals and Departures North halls, encouraging travelers to "make a difference to someone's life".

In line with Mondelez WTR's approach to digital, the campaign is also being highlighted on Travel Retail Norway's e-commerce platform, reaching consumers before their travels.

Freia's travel retail exclusive I love Norway boxes were developed to capture both the brand's local origin as well as its affection for the people of Norway. The charity partnership is the first initiative of its kind for Freia in travel retail, aiming to inspire shoppers to enjoy the local product while also contributing to a good cause.

Iris Litschauer, Head of Global Accounts, Travel Retail at Mondelez WTR, said: "Mondelez WTR's Travel Retail Made Right sustainability commitment is underpinned by the overarching values of loving our brands and consumers, and doing what's right. This means treating people with care and integrity, and using our beloved brands to make a real difference. We are very proud to launch this first-of-its-kind initiative for Freia with our valued partners at Gebr Heinemann and Travel Retail Norway, who share our commitment to giving back and supporting our traveling consumers in making a positive impact on both people and planet."

Frank Hansen, Category Manager and Massimo Perilli, Activity Coordinator at Travel Retail Norway, said: "It is a great pleasure to continue our strong and trustful collaboration with Mondelez WTR, following an impressive and successful sustainability campaign last year. The charity promotion is the first one Travel Retail Norway AS and Gebr Heinemann are running at Oslo Gardermoen. This milestone is possible thanks to the efforts of everyone involved.

"Our employees have been incredibly inspired by this engaging promotion. As conscious and generous team players, they are proud to see this activity in the shops. The Travel Retail Norway AS team believe that everyone should commit to spreading generosity and kindness more. Being supportive and dedicated is a responsible choice."

Jens Peter Peuckert, Director Marketing, Gebr Heinemann, added: "At Gebr Heinemann, we focus on humans and their needs. From our consumers to our employees, partners and community, we are dedicated to supporting them and inspiring them. We're thrilled at the great response to this charity partnership with Mondelez WTR and Fattighuset and local jewel Freia; it underlines a great shift to a more human-centric era in travel retail, where we prioritize understanding the needs of travelers to offer them even more inspiring and sustainable shopping experiences."

Julian Jansen Solvang, Board Leader of Fattighuset Oslo, enthused: "Fattighuset is committed to supporting the poor of Oslo with food, clothes and welfare services, and we're able to do so due to the cooperation with our donors and partners. We couldn't have done it without our supporters. The chance to provide people with the help they need increases enormously when funds are raised through a charity promotion. It gives us the possibility to reach further and help more people in a difficult life situation and families in need. Every thank you from our guests to us is also a thank you to everyone involved in making this charity promotion possible. And on behalf of Fattighuset, we

thank you too. This wouldn't have been possible without you.”